

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A system for providing an interactive look-and-feel in a playing device receiving a digital broadcast, comprising:

 a signal generator ~~which generates to generate~~ a digital signal comprising interleaved bits of at least one of audio or video data, and binary data for play on a playing device, and private data[[::]]

 the private data ~~includes including~~ an event identification for ~~said the~~ at least one of audio or video data, binary data and an indication of a number of hot-spots, ~~for linking to additional at least one of audio or video data, and binary data~~, each hot-spot being linked to ~~said additional~~ at least one of different audio or video data, and different binary data by link data, ~~said the~~ link data including a set of coordinates defining a location on the playing device, link event identification indicating the ~~additional~~ at least one different audio or video data, and different binary data coupled to the set of coordinates, ~~wherein~~ the set of coordinates ~~defines defining~~ two or more points, and a synchronization time indicating the temporal position of the ~~additional~~ at least one of different audio, or video data, and different binary data;

 means for continuously broadcasting ~~said the digital signals signal~~ from a head end server without transmission from the playing device for playing at least one of ~~said the~~ audio or video data, and binary data and ~~said the additional~~ at least one of different audio or video data, and different binary data; and

 a receiver ~~which to receives receive~~ ~~said the~~ digital signal at user locations and ~~to plays play~~ at least one of ~~said the~~ audio or video data, and binary data on ~~said the~~ playing device, and ~~is adapted to selectively exercise upon a hot-spot by reading said the like link data and playing said the additional~~ at least one of different audio or video data, and different binary data on ~~said the~~ playing device, the receiver including a processor for identifying the two or more points and positioning the hot-spot portion of the broadcasted digital signal therefrom.

2. (Cancelled)

3. (Previously Presented) The system of claim 1, wherein the private data enables a plurality of portions of the broadcasted digital signal to be separately selectable.

4. (Cancelled)

5. (Currently Amended) The system of claim 1, wherein the at least one of audio or video data, and binary data is in MPEG format, wherein the signal generator comprises an MPEG encoder, and wherein the receiving device receiver comprises and an MPEG decoder.

6. (Previously Presented) The system of claim 1, wherein the synchronization time corresponds to a time code characterizing a corresponding image in the video data.

7. (Currently Amended) A method for providing for an interactive look-and-feel in a playing device receiving a digital broadcast, the method comprising processing a digital signal comprising interleaved bits of at least one of audio or video data and binary data for play on a playing device, comprising:

generating private data that includes including an event identification for said the at least one of audio or video and binary data and an indication of a number of hot-spots for linking to additional at least one of audio or video data, and binary data, each hot-spot being linked to said additional at least one of different audio or video data, and different binary data by link data, said the link data including a set of coordinates defining a location on the playing device, link event identification indicating the additional at least one of different audio or video data, and different binary data coupled to the set of coordinates, and a synchronization time indicating the temporal position of the additional at least one of different audio or video data, and different binary data;

processing the private data and the digital broadcast to generate the digital signal; and transmitting to a receiving device the digital signal continuously from a head end server without transmission from the playing device for playback of at least one of said the audio or video data, and binary data and said the additional at least one of different audio or video data, and different binary data such that the receiving device identifies two or more points and positions hot-spot portion of the broadcast digital signal.

8. (Cancelled)

9. (Cancelled)

10. (Currently Amended) An apparatus comprising at least one processor ~~adapted~~ to execute the method according to claim 7, for generating the digital signal.
11. (Currently Amended) The apparatus according to claim 10, further comprising a transmitter ~~that transmits to transmit~~ the digital signal.
12. (Currently Amended) The method according to claim 7, wherein ~~said the~~ processing the digital signal is executed after the digital signal is received as a broadcast signal.
13. (Currently Amended) The method according to claim 12, further comprising:
playing at least one of ~~said the~~ audio or video data, and binary data on ~~said the~~ playing device; and
selectively exercising upon a hot-spot by reading ~~said the~~ link data and
playing ~~said the~~ additional at least one of different audio or video data, and different binary data on ~~said the~~ playing device.
14. (Currently Amended) An apparatus comprising at least one processor ~~adapted~~ to execute the method according to claim 7, for receiving, or after receiving, or both for an after receiving, the digital signal as a broadcast signal.
15. (Currently Amended) The apparatus according to claim 14, wherein the apparatus separates ~~the~~ at least one of audio or video data, and binary data and the private data.
16. (Previously presented) The apparatus according to claim 15, wherein the apparatus decodes the private data.
17. (Previously presented) The apparatus according to claim 14, further comprising a display device.